Body Image and Advertising Claims

Mrs. Clayton

3rd hour Media Analysis.

**Your perception of your body image:** (4 points for school appropriate image)

This is what I think my upper arms look like:



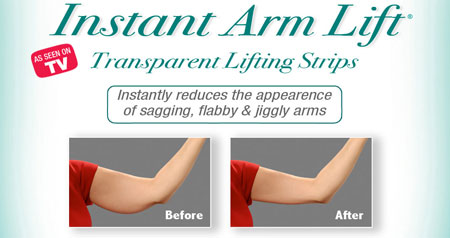
**Find picture of desired body part** (4 points for school appropriate image)

This is what I wish my arms would look like:



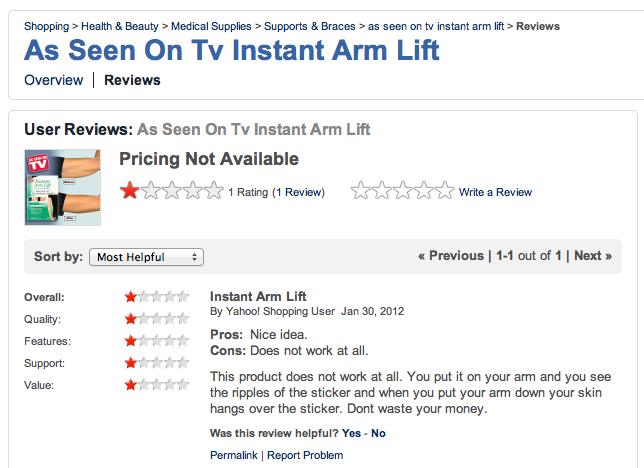
**One product that is advertised in the media that claims to fix/change/repair this body part is**: (4 points for school appropriate image)

*Instant Arm Lift*

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**In reality, this product will/will not fix/change/repair the body part because**

Here is a review of this product: (4 points)



**List fine print, harmful products, and/or false claims:** (4 points)

-Rips skin when removed

-If tape is not placed on arms in the correct way, the tape will ripple.

-Is not a permanent remedy for flabby arms.

**Find statistics of the number of people who actually have “look” like this. Include website. (5** points)

The percentage of women in their 40’s and 50’s statistically have gained 20-30 pounds since their 20’s and have more body fat. Getting upper arms to look like the picture above is difficult without a personal trainer and many hours a week devoted to training. Find statistics of the number of people who actually have “look” like this. (http://www.webmd.com/healthy-aging/features/over-40-fit-and-ready-to-bare-arms?page=3)